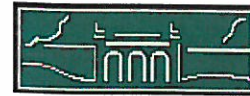




**South Pasadena Public Library  
SPECIAL MEETING OF THE  
LIBRARY BOARD OF TRUSTEES  
MINUTES  
February 24, 2016**



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**CONVENE:**

Board President Edward Pearson called the special meeting of the Library Board of Trustees of the South Pasadena Public Library to order in the Ray Bradbury Conference Room on February 24, 2016 at 6:31 p.m.

**IN ATTENDANCE:** Trustees Present

Edward Pearson, President  
Constance Lue, Vice President  
Rick Thomas, Secretary  
Andy Lippman, Trustee  
Carolyn Flemming, Trustee

Also Present

Joe Matthews, Library Consultant  
Steve Fjeldsted, Director of Library, Arts, &  
Culture  
Barbara Posner, Senior Librarian/Support  
Services  
Maida Wong, Senior Librarian/Children's  
Services  
Chelsea Clark, Reference Librarian  
Sean Faye, Administrative Secretary

**EXCUSED:** None

**Action Item:**

1. **Review and Input Regarding Draft Library Operations Study** – President Edward Pearson said the purpose of this meeting was to gather a collective sense of the Library Board of Trustees and Library staff in terms of recommendations that needed further discussion from the Draft Library Operations Study provided by Library Consultant Joe Matthews. President Pearson said the recommendations adopted by the Library Board of Trustees at their next regular meeting on 3/10/16 will be presented to the City Council by Joe Matthews on 3/30/16.

Library Director Steve Fjeldsted expressed appreciation for Joe Matthews' time and diligence in putting this report together. Trustee Andy Lippman also expressed his appreciation.

Children's Services Senior Librarian Maida Wong thanked Joe Matthews for including the staff in this process and said that they look forward to any changes or improvements as long as they benefit the community. Senior Librarian Wong said that the Library is short two full-time librarians in the Adult Services Division. Support Services Senior Librarian Barbara Posner and Reference Librarian Chelsea Clark are overstretched filling these gaps with substitute librarians and the situation has become untenable. She said she was aware that the City will not fill these positions until the Library Operations Study is complete, but asked the Library Board of Trustees for their support in replacing one of these positions which was left vacant by recently retired Senior Reference Librarian Michael Toman. President Pearson replied that the Board will do what they can to expedite this request.

Joe Matthews began by making a correction to page 12 of the Library Operations Study. His estimate that 51% of South Pasadena residents have a South Pasadena library card should actually be 68%.

Citing the Frequency of Use table on page 13, Joe Matthews recommended that the City Council write off the debt of patrons, who have borrowed materials and not visited the Library in the last 3-4 years.

Joe Matthews then began to go over his recommendations that the staff and Trustees asked to be discussed further.

**Recommendation #2 – Increase the number of Internet workstations to reach a target of one workstation for every 1,000 residents by 2020** – Senior Librarian Wong said that many South Pasadena residents already have their own computer devices. Senior Librarian Barbara Posner said improving the Wi-Fi is more important. Reference Librarian Chelsea Clark said there is not generally a long wait time for patrons to use the internet workstations. Director Fjeldsted said the situation could be different if the Library had better computers and marketed them. Chelsea added that the Library may not need as many workstations as the Recommendation asks for and said that perhaps 10 desktop terminals and 10 tablets would be a good start. Joe Matthews suggested that instead of more dedicated workstations occupying a physical space that the Library obtain a machine that dispenses tablets already connected to a Wi-Fi system that can be used anywhere in the Library. Upon return to the dispensing machine a tablet will be re-set while deleting any downloads by the previous user.

Director Fjeldsted said that a faster computer network connection may soon be provided by the CENIC grant. Director Fjeldsted said that the Library can only get additional computer work stations through the City's Budget process, which while having the same bottom line as last year, will be enhanced by the funds guaranteed from Measure L.

**Recommendation #3 – Provide guest passes for Internet only users** – Reference Librarian Clark said patrons could use guest passes because they can avoid paying any outstanding fines, and guest passes don't provide personal information about who is using them. Joe Matthews said that most libraries have few problems issuing guest passes and that he wants to remove as many obstacles as possible for patrons accessing the Internet. Senior Librarian Barbara Posner said this could possibly be set up through Envisionware.

**Recommendation #7 – Install self-checkout stations** – Trustee Carolyn Flemming said this would be a great idea for a bigger building, but may not be the highest priority at the moment as these machines take up a lot of space. Additionally, Trustee Flemming said there will be an adjustment period for patrons to use the machines, as people in small towns such as South Pasadena seem to prefer the personal touch. Director Fjeldsted said the Library should have both means of checking out books as some people prefer human interaction and others just want to check out the books themselves and go. He said a couple of years ago 90% of Libraries in SCLC had self-checkout. Joe Matthews emphasized that the limitations faced today shouldn't constrain service options for the future.

**Recommendation #8 – Dedicate a computer workstation for patrons to register for a library card** – Senior Librarian Barbara Posner said the software we have at the moment, Symphony 3.5, doesn't provide an interface where a patron can access the system to enter their information. Joe Matthews said he would consult SirsiDynix regarding the appropriate software.

**Recommendation #10 – Reinvent the Library's Website as a full-service eBranch** – Joe Matthews said this would require staff members with a different set of skills. Director Fjeldsted suggested that possibly a Webmaster could be outsourced with permission from City Hall. Senior Librarian Posner said that Library staff currently maintains the Library website. Senior Librarian Wong added that there are constraints of the City's basic software, which is very bland with a limited number of pages available. President Pearson said the Board of Trustees will be on record as supporting this recommendation for the Library.

**Recommendation #12 – Broaden the distribution of library programs** – Senior Librarian Wong said it would be difficult to record any children's programs, as we are not able to photograph children's faces and post them publicly, and children often participate in programs with the presenter. Director Fjeldsted said that a grant had been used in the past to hire a professional production company to record some adult programs and that if we had the resources to stream more adult programs on our website that many people would watch them. President Pearson said this was tied to Recommendation #10, as it seems that the Library could do a lot more if they had their own website.

**Recommendation #14 – Explore the possibility of sharing an integrated library system** – Joe Matthews clarified that one function of an integrated library system (ILS) is keeping track of who borrows items. Senior Librarian Wong said that the Glendale and Pasadena libraries share their system and patrons can use the same library card to borrow from either library. Senior Librarian Posner said that an overture would have to be made to another district to see if they'd be willing to share an integrated system. Director Fjeldsted said that bigger libraries may not want to share their collection, but a similar sized library may be interested in a partnership. At the SCLC (Southern California Library Cooperative) System Strategic Planning Meeting, Director Fjeldsted said that smaller libraries were in favor of this, but the larger system members were not. Trustee Andy Lippman said this was something worth pursuing. Trustee Carolyn Flemming said that patrons love it and it would be natural to start with smaller libraries.

**Recommendation #15 – Implement RFID** – Joe Matthews said that while our library uses barcodes to track items in the library's collection, some other libraries use RFID (radio frequency identification), which takes returned items through an automated sorting system and would improve the speed in which materials are returned to the shelves. Joe cautioned that this would be a long term investment and the sorting machine would take up a good deal of room. Trustee Flemming added that RFID has positive advantages such as inventory control and can issue receipts to patrons, but echoed Joe's remarks that it should be considered if the Library is remodeled. Director Fjeldsted added that RFID has many advantages.

**Recommendation #16 – The Library must immediately reduce the number of items in its book collection in order to "right size" its overall collection. However, the library should continue to refresh at least 6 to 8% of its book collection each year** – Senior Librarian Posner said the system can run a report with specific parameters to determine which materials have not been used in a set amount of time and then remove them from the shelves. Senior Librarian Posner said the Substitute Librarians have already been doing this. Director Fjeldsted said that any books requested that are no longer in the Library collection could be acquired through inter-library loan.

**Recommendation #18 – Donated materials should not be added to the collection** – Senior Librarian Wong asked for a mechanism to be in place to review donations, as the recommendation asks for all donations to be given directly to the Friends. Director Fjeldsted said this recommendation was not intended to be absolute. Joe Matthews clarified he wanted Library staff to focus their time and energy on programs and outreach, rather than spending a lot of time sorting through donations. Senior Librarian Wong said that this community likes both their books and their programs.

**Recommendation #25 – Consolidate public service desks to a single service point** – Senior Librarian Wong said she had no issue in consolidating the public service desks as long as staff was allowed to give their input. Reference Librarian Clark said she was also in favor of the idea as she felt the two large desks on the first floor of the library was unnecessary. Senior Librarian Posner said new computers could be installed in the space left available should the desks be consolidated.

**Recommendation #32 – Offer at least one program per week for teens** – Trustee Lippman said that the high school does so many programs that it's challenging for the Library to compete. Trustee Lippman said



there was room for more outreach, but one program per week for teens would be difficult. Director Fjeldsted agreed that the Library should present more programs for teens, but one per week may be too ambitious. He cited some Library programs that have successfully attracted lots of teens, such as the F. Scott Fitzgerald Living History performance, the Moon Festival, and the Transcending basketball documentary, but added that it can take extra effort. Senior Librarian Wong said she agreed with the concept of partnering with existing programs as the teens in this community are over-scheduled, which reduces their participation. Senior Librarian Wong said the Library could offer more opportunities for teens to volunteer, and can make the Library more enticing as a place for them to spend time. Trustee Lippman suggested changing this recommendation regarding the number of programs for teens the Library will offer.

**Recommendation #34 – The library should create a shared online catalog with the local schools –**

Senior Librarian Wong said Library Internet computers can already link to all the local school catalogs, although she expressed doubt whether schools would want Library patrons to check out books from their collections.

**Recommendation #35 – The library should adopt an Automatic Shipment program for new acquisitions**

– Senior Librarian Wong said this is already used for paperback and other popular series, travel books and best sellers. However, it's still a challenge to track them financially and is easier to do on a smaller scale. Director Fjeldsted there is definite potential to increase the Library's automatic shipments. Joe Matthews asked if the Library could transfer money to our vendors at the start of the Fiscal Year with strict guidelines. Senior Librarian Posner said the fiscal control is an issue and was concerned about running through the budget for books too soon. Trustee Flemming said that the Library would be embracing existing parameters rather than starting from scratch. Mr. Matthews said the Library could set aside a certain amount of its budget for automatic selections and tell the vendor the limit.

**Recommendation #40 – The library should have its own Facebook page and be much more active in social media** – Joe Matthews said that the City needs to modify its policy that only the City can have its own Facebook page. Trustee Lippman and Trustee Flemming agreed that the Library should have its own page. Reference Librarian Clark added that once obtained, staff would be needed to maintain it.

**Recommendation #41 – The library should consider offering multiple colorful library cards** – Senior Librarian Wong said that having multiple cards could be confusing for the Library brand, but she is in favor of the card being colorful. Joe Matthews said the card can be branded by having the Library logo on it and standard information on the back, but that the front could be playful and personalized. Trustee Lippman was in favor of Joe Matthews' idea of having a contest every year for children in the community to design it.

**Recommendation #42 – The library should be open Thursday night** – Trustee Lippman expressed concern about parking due to the Farmer's Market, but was in favor of having a table representing the Library at the Farmer's Market. Senior Librarian Wong thought it would be a better idea to stay open late several days in a row, Tuesday through Thursday, instead of Monday nights, as that would be easier for the patrons to remember. Director Fjeldsted thought the Library could curry strong favor with the community if it were open on Thursday nights as it would align its hours to the traffic pattern of the community as many hundreds of people are already in the Library Park and at the Farmer's Market a block away. The Library is already open on Thursday Night for many well-attended events. Director Fjeldsted said that regardless of the trade-off, staying open on Thursday night would be greatly appreciated by the community.

**Recommendation #49 – The Library Board of Trustees should explore creating a Library Foundation**

– Joe Matthews said the challenge is for the Library Board of Trustees and City Council to

identify movers and shakers in the community to take more of a leadership role in creating an organization to raise significant amounts of money for the Library. This would be a new organization with its own membership, completely separate from the Friends. Trustee Flemming said many libraries have both a Friends organization and a library foundation. Director Fjeldsted said there is a lot of goodwill towards the Library and a foundation could work to tap into larger forms of support. Senior Librarian Wong said the Friends would need to be educated about where the boundaries will be drawn once a foundation is established. Director Fjeldsted said the Friends do a great job of raising money but most of their funds come from book sales. A foundation would go for larger amounts, such as from estates.

**Recommendation #50 – The Library Board should write off old fines** – Senior Librarian Posner thought that the recommendation at the end of the second paragraph suggesting that patrons that owe \$10 or more in unpaid fines be immediately sent to the collection agency was excessive. Senior Librarian Wong agreed and said it doesn't send a very welcoming message. Senior Librarian Posner said the existing policy is that patrons who owe \$25 or more in fines are referred to our collection agency, Unique Management Services. Senior Librarian Posner keeps a running tally of fees paid and materials returned and said we are getting a decent return rate.

[Trustee Andy Lippman left the Board of Trustees meeting at 8:50 p.m.]

**Recommendation #51 – The Library Board of Trustees should develop a policy with the City that encourages entrepreneurship** – Joe Matthews said he would really like the Board to take a strong stand on this recommendation. Measure L brings additional funds over the next eight years, and Joe cautioned that the City could conceivably fall back on its minimum threshold of budget support and render the Library's budget flat. According to Mr. Matthews, a written agreement should be in place that guarantees the minimum level of General Funds for the Library, and then the Library Budget can be guaranteed to increase with each year's Measure L proceeds, unless there's a downfall in the economy. President Pearson agreed that additional funds raised by the Library should go to the Library, rather than the City. Director Fjeldsted thought the language of the Municipal Code on the Maintenance of Effort required for Measure L funds needs to be tightened.

#### **Discussion Item:**

1. **Library Parking** – Director Fjeldsted has recently attended three public meetings about the proposed Mission Place Development and the public comments have been uniformly against the project. If the current proposal of 91 residential units were to go through it could cause even more parking shortages for Library visitors. This would be detrimental to Library Parking and the increased traffic congestion could be problematic. Director Fjeldsted reminded the Trustees they can comment as private residents on the Environmental Impact Report to the School Board by the deadline on 3/4/16. Trustee Rick Thomas agreed that the Trustees need to be much more involved.

**NEXT MEETING:** The next meeting for the Library Board of Trustees will be in the Library Ray Bradbury Conference Room on 3/10/16 at 6:30 p.m.

#### **ADJOURNMENT:**

The special meeting of February 24, 2016 was adjourned at 9:03 p.m.

Minutes approved \_\_\_\_\_ as written.

Minutes approved \_\_\_\_\_ as corrected.

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President

  
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President